

ORDER

**KSNV**

Orders
Order / Rev: 105517
Alt Order #: 06841927
Product Desc: Issue
Estimate: 1615
Flight Dates: 08/15/12 - 08/28/12
Original Date / Rev: 08/15/12 / 08/15/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: Waterfront Strategies
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave. NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Patriot Majority
Demographic: A35+
Product Codes: PLI1
Priority: 1
Revenue Codes: POLITICAL/AGY, PISSUE, GEN

New Business Thru:
Order Separation: 00:08:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	73	\$53,925.00	\$45,836.25
08/27/12	08/28/12	10	\$7,375.00	\$6,268.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	73	\$53,925.00	\$45,836.25	0.00
September 2012	10	\$7,375.00	\$6,268.75	0.00
Totals	83	\$61,300.00	\$52,105.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSNV	33%	\$61,300.00
Market	100%	\$185,757.58

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	12%	\$22,290.91
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	23%	\$42,724.24
KTUD	1%	\$1,857.58
KVVU	23%	\$42,724.24
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	8%	\$14,860.61

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSNV	08/15/12	08/21/12	M-F 5-6a WakeUp w/WagM	5-6a		MTWTF--	:30	5	\$400.00	1	0.00	NM	5	\$2,000.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Order / Rev: 105517
 Alt Order #: 06841927
 Flight Dates: 08/15/12 - 08/28/12

Advertiser: Patriot Majority
 Product Desc: Issue
 Estimate: 1615
KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSNV	08/15/12	08/21/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners WAKE UP WITH THE WAGNERS	CM	5-6a	MTWTF--	:30	5	\$400.00	1	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/15/12	08/21/12	MTWTF--					5	\$400.00		0.00			
2	KSNV	08/22/12	08/28/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners WAKE UP WITH THE WAGNERS	CM	5-6a	MTW----	:30	1	\$400.00	1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/22/12	08/28/12	MTW----					1	\$400.00		0.00			
3	KSNV	08/15/12	08/21/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS	CM	6-7a	MTWTF--	:30	5	\$700.00	1	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/15/12	08/21/12	MTWTF--					5	\$700.00		0.00			
4	KSNV	08/22/12	08/28/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS	CM	6-7a	MTW----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/22/12	08/28/12	MTW----					1	\$700.00		0.00			
5	KSNV	08/15/12	08/21/12	Today Show Today Show TODAY SHOW	CM	658a-9am	MTWTF--	:30	4	\$1,400.00	1	0.00	NM	4	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/15/12	08/21/12	MTWTF--					4	\$1,400.00		0.00			
6	KSNV	08/22/12	08/28/12	Today Show Today Show TODAY SHOW	CM	658a-9am	MTW----	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/22/12	08/28/12	MTW----					1	\$1,400.00		0.00			
7	KSNV	08/18/12	08/18/12	Saturday Today Saturday Today SATURDAY TODAY	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S-					1	\$625.00		0.00			
8	KSNV	08/19/12	08/19/12	News 3 Sunrise - SUNDAY News 3 Sunrise SUNDAY NEWS 3 AT SUNRISE	CM	6a-7a	-----S	:30	1	\$325.00	1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S					1	\$325.00		0.00			
9	KSNV	08/19/12	08/19/12	News 3 Today Wknd News 3 Today NEWS 3 TODAY/WKEND	CM	9a-930am	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S					1	\$500.00		0.00			
10	KSNV	08/15/12	08/21/12	Wake Up Early w/ Wagners Wake Up Early Wagners WAKE UP EARLY W/THE WAGNERS	CM	430a-5a	MTWT--S	:30	3	\$200.00	1	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/15/12	08/21/12	MTWT--S					3	\$200.00		0.00			
11	KSNV	08/22/12	08/28/12	Wake Up Early w/ Wagners Wake Up Early Wagners WAKE UP EARLY W/THE WAGNERS	CM	430a-5a	MTW----	:30	1	\$200.00	1	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/22/12	08/28/12	MTW----					1	\$200.00		0.00			
12	KSNV	08/15/12	08/21/12	M-F Today Show II 3rd Hour M-F Today Show II TODAY SHOW II	CM	9-10a	MTWTF--	:30	4	\$500.00	1	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/15/12	08/21/12	MTWTF--					4	\$500.00		0.00			
13	KSNV	08/15/12	08/21/12		CM	10am-11am	MTWTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00

Order / Rev: 105517
 Alt Order #: 06841927
 Flight Dates: 08/15/12 - 08/28/12

Advertiser: Patriot Majority
 Product Desc: Issue
 Estimate: 1615

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F Today Show III 4th H Today 4th Hour											
				TODAY SHOW III											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/15/12		08/15/12	08/21/12	MTWTF--	3		\$325.00		0.00						
14	KSNV	08/22/12	08/28/12	M-F Today Show III 4th H Today 4th Hour	CM	10am-11am	MTW----	:30	1	\$325.00	1	0.00	NM	1	\$325.00
				TODAY SHOW III											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/22/12		08/22/12	08/28/12	MTW----	1		\$325.00		0.00						
15	KSNV	08/15/12	08/21/12	Rachael Ray Rachael Ray	CM	11am-12pm	MTWTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00
				RACHEL RAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/15/12		08/15/12	08/21/12	MTWTF--	3		\$325.00		0.00						
16	KSNV	08/15/12	08/21/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	4	\$425.00	1	0.00	NM	4	\$1,700.00
				NEWS 3 AT NOON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/15/12		08/15/12	08/21/12	MTWTF--	4		\$425.00		0.00						
17	KSNV	08/22/12	08/28/12	Noon News Noon News	CM	12-1230pm	MTW----	:30	1	\$425.00	1	0.00	NM	1	\$425.00
				NEWS 3 AT NOON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/22/12		08/22/12	08/28/12	MTW----	1		\$425.00		0.00						
18	KSNV	08/15/12	08/21/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	4	\$450.00	1	0.00	NM	4	\$1,800.00
				DR. PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/15/12		08/15/12	08/21/12	MTWTF--	4		\$450.00		0.00						
19	KSNV	08/15/12	08/21/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	MTWTF--	:30	4	\$600.00	1	0.00	NM	4	\$2,400.00
				FIRST NEWS 3 AT FOUR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/15/12		08/15/12	08/21/12	MTWTF--	4		\$600.00		0.00						
N20	KSNV	08/22/12	08/28/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	MTW----	:30	1	\$600.00	1	0.00	NM	1	\$600.00
				FIRST NEWS 3 AT FOUR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/22/12		08/22/12	08/28/12	MTW----	1		\$600.00		0.00						
21	KSNV	08/15/12	08/21/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	MTWTF--	:30	3	\$700.00	1	0.00	NM	3	\$2,100.00
				NEWS 4 AT 430P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/15/12		08/15/12	08/21/12	MTWTF--	3		\$700.00		0.00						
22	KSNV	08/15/12	08/21/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	5	\$1,000.00	1	0.00	NM	5	\$5,000.00
				EARLY NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/15/12		08/15/12	08/21/12	MTWTF--	5		\$1,000.00		0.00						
23	KSNV	08/22/12	08/28/12	M-F Early News M-F Early News	CM	5-630p	MTW----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
				EARLY NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/22/12		08/22/12	08/28/12	MTW----	1		\$1,000.00		0.00						
24	KSNV	08/18/12	08/18/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$650.00	1	0.00	NM	1	\$650.00
				KSNV EARLY NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/13/12		08/13/12	08/19/12	-----S-	1		\$650.00		0.00						
25	KSNV	08/15/12	08/21/12		CM	630-7pm	MTWTF--	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00

Order / Rev: 105517
 Alt Order #: 06841927
 Flight Dates: 08/15/12 - 08/28/12

Advertiser: Patriot Majority
 Product Desc: Issue
 Estimate: 1615
KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F Jeopardy											
				M-F Jeopardy											
				JEOPARDY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	MTWTF--					4	\$1,000.00		0.00			
26	KSNV	08/22/12	08/28/12	M-F Jeopardy	CM	630-7pm	MTW----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
				M-F Jeopardy											
				JEOPARDY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/22/12	08/28/12	MTW----					1	\$1,000.00		0.00			
27	KSNV	08/15/12	08/21/12	M-F Wheel	CM	7-730pm	MTWTF--	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00
				M-F Wheel of Fortune											
				WHEEL OF FORTUNE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	MTWTF--					4	\$1,000.00		0.00			
28	KSNV	08/18/12	08/18/12	Wknd Wheel of Fortune	CM	7-730pm	-----S-	:30	1	\$500.00	1	0.00	NM	1	\$500.00
				SAT/ Wheel of Fortune											
				WHEEL OF FORTUNE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-					1	\$500.00		0.00			
29	KSNV	08/21/12	08/21/12	Tues PR 8-10p	CM	8-10pm	-T-----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
				Tuesday Prime 8-10pm											
				AMERICA'S GOT TALENT (O) 8/14-9/4											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-T-----					1	\$4,000.00		0.00			
30	KSNV	08/15/12	08/15/12	Wed PR 8-9p	CM	8-9pm	--W----	:30	1	\$2,400.00	1	0.00	NM	1	\$2,400.00
				Wednesday Prime 8-9pm											
				AMERICA'S GOT TALENT (R) 8/15-9/19											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--W----					1	\$2,400.00		0.00			
32	KSNV	08/15/12	08/21/12	M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	4	\$1,100.00	1	0.00	NM	4	\$4,400.00
				M-F News 3 at Eleven											
				NEWS 3 NIGHTSIDE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	MTWTF--					4	\$1,100.00		0.00			
33	KSNV	08/22/12	08/28/12	M-F News 3 at Eleven	CM	11pm-1135pm	MTW----	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
				M-F News 3 at Eleven											
				NEWS 3 NIGHTSIDE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/22/12	08/28/12	MTW----					1	\$1,100.00		0.00			
34	KSNV	08/18/12	08/18/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
				Sa-Su News 3 at Eleven											
				NEWS 3 NIGHTSIDE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-					1	\$1,100.00		0.00			
35	KSNV	08/19/12	08/19/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
				Sa-Su News 3 at Eleven											
				NEWS 3 NIGHTSIDE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S					1	\$1,100.00		0.00			
36	KSNV	08/15/12	08/21/12	Late Night w/Fallon	CM	1237a-136am	MTWTF--	:30	3	\$425.00	1	0.00	NM	3	\$1,275.00
				Late Night w/Fallon											
				TONIGHT SHOW W/ JAY LENO											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	MTWTF--					3	\$425.00		0.00			
37	KSNV	08/22/12	08/28/12	The Tonight Show	CM	1135p-1237a	MTW----	:30	1	\$425.00	1	0.00	NM	1	\$425.00
				Tonight Show											
				TONIGHT SHOW W/ JAY LENO											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/22/12	08/28/12	MTW----					1	\$425.00		0.00			
N39	KSNV	08/18/12	08/18/12		CM	Sat 1-2am / Sun 1-	-----S-	:30	1	\$200.00	1	0.00	NM	1	\$200.00

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				LAW & ORDER (LF)											
				Law & Order (LF)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S-		1				\$200.00		0.00			
													Totals	83	\$61,300.00